



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Covington, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Heartland Communities	25.5%	Population	36,867	36,338
Rooted Rural	21.7%	Households	15,699	15,623
Southern Satellites	20.6%	Families	10,617	10,368
Rural Bypasses	12.7%	Median Age	41.6	43.0
Home Town	7.9%	Median Household Income	\$30,432	\$33,233

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	\$1,406.84	\$22,086,055
Men's	53	\$264.31	\$4,149,417
Women's	50	\$477.93	\$7,502,977
Children's	59	\$258.57	\$4,059,229
Footwear	45	\$231.30	\$3,631,250
Watches & Jewelry	49	\$95.94	\$1,506,099
Apparel Products and Services ¹	53	\$78.80	\$1,237,083
Computer			
Computers and Hardware for Home Use	54	\$119.28	\$1,872,499
Software and Accessories for Home Use	50	\$15.05	\$236,318
Entertainment & Recreation	61	\$2,076.90	\$32,605,292
Fees and Admissions	47	\$287.53	\$4,514,011
Membership Fees for Clubs ²	49	\$78.24	\$1,228,328
Fees for Participant Sports, excl. Trips	49	\$55.95	\$878,399
Admission to Movie/Theatre/Opera/Ballet	45	\$67.08	\$1,053,013
Admission to Sporting Events, excl. Trips	49	\$28.01	\$439,700
Fees for Recreational Lessons	45	\$58.26	\$914,571
TV/Video/Sound Equipment	61	\$713.21	\$11,196,668
Community Antenna or Cable Television	66	\$438.53	\$6,884,404
Color Televisions	53	\$73.02	\$1,146,329
VCRs, Video Cameras, and DVD Players	61	\$23.51	\$369,155
Video Cassettes and DVDs	61	\$37.09	\$582,265
Video Game Hardware and Software	59	\$19.30	\$303,061
Satellite Dishes	63	\$0.97	\$15,191
Rental of Video Cassettes and DVDs	58	\$34.90	\$547,948
Sound Equipment ³	52	\$82.54	\$1,295,785
Rental and Repair of TV/Sound Equipment	58	\$3.35	\$52,530
Pets	70	\$305.63	\$4,798,115
Toys and Games	63	\$114.30	\$1,794,325
Recreational Vehicles and Fees ⁴	71	\$322.51	\$5,063,057
Sports/Recreation/Exercise Equipment ⁵	57	\$132.33	\$2,077,502
Photo Equipment and Supplies ⁶	59	\$80.57	\$1,264,946
Reading ⁷	57	\$120.81	\$1,896,668
Food	62	\$5,222.34	\$81,985,589
Food at Home	64	\$3,209.39	\$50,384,253
Bakery and Cereal Products	64	\$459.83	\$7,218,875
Meat, Poultry, Fish, and Eggs	65	\$859.22	\$13,488,920
Dairy Products	64	\$352.24	\$5,529,808
Fruit and Vegetables	60	\$522.02	\$8,195,219
Snacks and Other Food at Home ⁸	65	\$1,016.08	\$15,951,431
Food Away from Home	59	\$2,012.95	\$31,601,336
Alcoholic Beverages	54	\$335.73	\$5,270,619
Nonalcoholic Beverages at Home	67	\$291.46	\$4,575,633



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$574.76	\$9,023,169
Vehicle Loans	71	\$4,350.50	\$68,298,533
Health			
Nonprescription Drugs	70	\$84.83	\$1,331,818
Prescription Drugs	83	\$480.19	\$7,538,525
Eyeglasses and Contact Lenses	65	\$53.75	\$843,819
Home			
Mortgage Payment and Basics ⁹	52	\$4,488.62	\$70,466,900
Maintenance and Remodeling Services	54	\$1,058.45	\$16,616,624
Maintenance and Remodeling Materials ¹⁰	70	\$262.38	\$4,119,032
Utilities, Fuel, and Public Services	66	\$2,899.50	\$45,519,185
Household Furnishings and Equipment			
Household Textiles ¹¹	55	\$76.94	\$1,207,927
Furniture	52	\$332.06	\$5,213,006
Floor Coverings	50	\$44.92	\$705,122
Major Appliances ¹²	65	\$192.18	\$3,017,009
Housewares ¹³	56	\$58.75	\$922,356
Small Appliances	64	\$23.75	\$372,829
Luggage	45	\$4.69	\$73,630
Telephones and Accessories	54	\$25.61	\$402,011
Household Operations			
Child Care	45	\$188.32	\$2,956,364
Lawn and Garden ¹⁴	74	\$330.03	\$5,181,136
Moving/Storage/Freight Express	51	\$27.47	\$431,322
Housekeeping Supplies ¹⁵	66	\$510.83	\$8,019,515
Insurance			
Owners and Renters Insurance	69	\$331.19	\$5,199,352
Vehicle Insurance	64	\$929.36	\$14,590,078
Life/Other Insurance	67	\$427.76	\$6,715,353
Health Insurance	73	\$1,440.62	\$22,616,312
Personal Care Products ¹⁶	61	\$289.11	\$4,538,708
School Books and Supplies ¹⁷	59	\$70.93	\$1,113,528
Smoking Products	78	\$374.60	\$5,880,773
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	69	\$3,979.66	\$62,476,622
Gasoline and Motor Oil	71	\$1,435.78	\$22,540,302
Vehicle Maintenance and Repairs	61	\$652.28	\$10,240,110
Travel			
Airline Fares	46	\$189.68	\$2,977,793
Lodging on Trips	54	\$222.15	\$3,487,515
Auto/Truck/Van Rental on Trips	43	\$18.58	\$291,747
Food and Drink on Trips	56	\$263.38	\$4,134,749

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.